

PSJ9 Exh 27

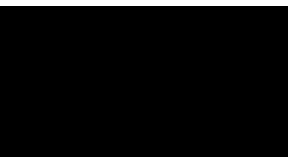
From: CN=Brian Witte/OU=Anda/O=Andrx
Sent: Tuesday, December 1, 2009 2:04 PM
To: CN=Marc Falkin/OU=Anda/OU=Anda/O=Andrx@Watson; CN=Ken Fenster/OU=Anda/O=Andrx@watson; CN=Patricia-Anda Williams/OU=Anda/O=Andrx@watson; CN=Kim Bloom/OU=Anda/O=Andrx@watson; CN=Dominic Floro/OU=VIP/O=Andrx@watson; CN=Paul Sciortino/OU=VIP/O=Andrx@watson
Subject: Re: PRODUCT UPDATE: Re-launch of Generic Oxycontin CR (Oxycodone CR 10, 20, 40, 80mg) from Actavis
Attach: C.gif

Did we get more product? I thought the amount of product we have would likely sell out by year end. If this contest is successful wouldn't we just sell out quicker?

Thanks Brian
(From Blackberry without spell check)

From: Marc Falkin
Sent: 12/01/2009 08:59 AM EST
To: Ken Fenster; Patricia-Anda Williams; Kim Bloom; Dominic Floro; Paul Sciortino
Cc: Brian Witte
Subject: Fw: PRODUCT UPDATE: Re-launch of Generic Oxycontin CR (Oxycodone CR 10, 20, 40, 80mg) from Actavis

What do you think about a contest as follows....



You can come up with the prizes.

We add all the sales of non-Oxy CII products on these orders and assign points by item. I suggest the point be [REDACTED]

For example, [REDACTED]

Points calculated end of December or first week in January and that is the date of we take unit rank.

We can make it a December event regardless if we have enough Oxy CR which we won't....

Marc Falkin
Vice President, Marketing

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----- Forwarded by Marc Falkin/Anda/Anda/Andrx on 11/30/2009 04:21 PM -----

Marc Falkin/Anda/Anda/Andrx

11/25/2009 04:11 PM

To

Marc Falkin/Anda/Anda/Andrx@Watson

cc

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Subject

Re: PRODUCT UPDATE: Re-launch of Generic Oxycontin CR (Oxycodone CR 10, 20, 40, 80mg) from ActavisLink

PRODUCT UPDATE: Limited Re-launch of Generic Oxycontin CR (Oxycodone CR 10, 20, 40, 80mg) from Actavis
All pill count policies apply
Internal Communication - do not fax or email

As a point of clarification....

Actavis Oxycodone CR will NOT be eligible for additional rebates or discounts.
The price in the system the final price. Pricing will be communicated to you next week. Please confirm with your customers. A message will be sent to contracted customers as well from our Contracts Team.

Attached is the product flyer and suggested spreadsheet of CII items to promote to your customers.

On Monday we'll also announce a contest regarding additional CII lines purchased.

[attachment "Oxy CR with CII product Listing (sales copy).xls" deleted by Marc Falkin/Anda/Anda/Andrx] [attachment "Actavis Oxycodone CR - AndaVIP OH CII form 112409.pdf" deleted by Marc Falkin/Anda/Anda/Andrx]

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Marc Falkin/Anda/Anda/Andrx

11/24/2009 01:42 PM

To

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cc

Subject

PRODUCT UPDATE: Re-launch of Generic Oxycontin CR (Oxycodone CR 10, 20, 40, 80mg) from Actavis

PRODUCT UPDATE: Limited Re-launch of Generic Oxycontin CR (Oxycodone CR 10, 20, 40, 80mg) from Actavis
All pill count policies apply

Internal Communication - do not fax or email

Sometime towards the end of next week (approx Dec 3-5), Oxycodone CR (the generic for Purdue's Oxycontin CR) will be launched by Actavis. Their ability to launch this product is based on a settlement with Purdue that will enable a limited amount of inventory in the market.

Anda/VIP will have a limited supply of this new allocation to service our customers. Pricing details will be made available in the coming days.

PREBOOK POLICY

A dramatic portion (still limited to what we could sell) of our inventory will be made available to those ordering on CSOS with some supply to be made available for those ordering with paper 222 forms. Today, we will start to accept Paper 222 forms to OHIO only. Once the allocation of inventory for Paper 222 forms is exhausted those forms will be sent back to customers. Our warehouse team will work to communicate any issues if this situation should arise.

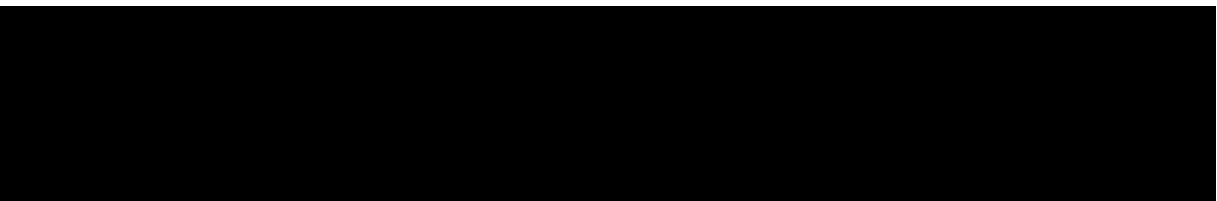
Limits of 12 units per day per sku will be established and we have instructed our CII distribution team not to fill orders for the same customer on consecutive days where multiple forms are sent in. Priority completion of Paper 222 forms will also be filled based on additional lines added to the order. Since this is a CII product and the nature of how paper forms are used for some, you'll need to follow the exact procedures.

PROMOTION

Its essential we try to add other CII products to these orders, although not the only way we will ship product. Our goal is to reward our loyal CII purchasing customers as best we can yet use this Oxycodone CR product opportunity to increase our reach in the market.

No additional discounts will be paid on Actavis Oxycodone CR except any appropriate backend rebates.

However, the following promotion until December 31, 2009 for CSOS and Paper orders will be in effect when an Actavis Oxycodone CR product is ordered in any combination....



A list of CII products will be distributed for you along with a mock 222 form which will also be made available in Remedy marketing for you to send to customers.

Promotional Credits will be issued weekly.

INTERNAL PROMOTION

Sometime towards the end of December, but likely January.....a limited amount of Actavis Oxycodone CR will be made available by rep from our initial allocation of product, depending on your sales of Actavis Fentanyl Patches or the non-CII Bupropion XL 150mg & 300mg. There is no defined formula yet, just

a good faith scenario that those who also promote these other Actavis products could pick up some additional Oxy CR inventory to sell as you see fit. Details to follow.....

PRODUCT LOCATION

Product will only be made available in OHIO. Thanks in advance to our Warehouse team for their work to make this launch happen.

[IMAGE]

Please do not reply to all, see your sales management with questions or email Ken and I.

Regards,

Marc Falkin
Vice President, Marketing
Anda, Inc. / VIP
p. 954-217- 4177
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